**Wal-Mart Activities**

**Objectives**

Begin to understand what it takes to develop products that satisfy the needs of target markets. Your goal will be to discover a number of different products and the elements that make up the products. Create in a Google Presentation/Keynote/Prezi.

1.) Discover 3 different products and identify each of their elements. (24 points)

**Include the hyperlinks to the Products/Pictures**

**1.) Basic Product – Basic Product, Uses**

**2.) Enhanced Product – Brand Name, Features, Options, Packaging,**

**3.) Extended Product – Guarantee, Services**

2.) Analyzing the 3 products you chose in the previous step, describe the function of the packaging including the following elements: **(Some might not be demonstrated) (15 points)**

**Include an image of each product to support your responses.**

**Protection -**

**Promotion -**

**Function -**

**Display/Security -**

**Materials Used -**

3.) On the 3 products, how is the brand displayed? What is it **(Logo, Name, Symbol, etc….)**? Is there a trademark/copyright identified? If yes, where is it? (**3 points)**

4.) Identify 3 Licensed Brand examples and describe how it is used. (3 points)

**Ex.) Twins Logo on a New Era Hat**

5.) Identify 3 different product lines from 3 different businesses. (3 points)

**Demonstrate the differences between the products and what makes it a product line. (Quantity, Quality, Sizes, others)**